REMARKS

Claims 11-19 are presented for consideration, with Claims 11 and 19 being independent.

Claims 11 and 19 have been amended to further distinguish Applicants' invention from the cited art. Support for the claim amendments can be found, for example, on page 12, lines 13-18, of the specification.

The amendments to the claims were not presented earlier as it was believed that the previously presented claims would be found allowable. This Amendment does not add any additional claims. Moreover, the Examiner's familiarity with the subject matter of the present application will allow an appreciation of the significance of the amendments herein without undue expenditure of time and effort. Finally, the Amendment does not raise new issues requiring further consideration or search. Accordingly, it is submitted that entry of the Amendment is appropriate.

All of the claims, i.e., Claims 11-19, stand rejected under 35 U.S.C. §103 as allegedly being obvious over Ishii '400. This rejection is respectfully traversed.

Applicants' invention as set forth in Claim 11 relates to a display apparatus comprising a display panel including pixels arranged in a matrix, with each of the pixels being capable of retaining a written display state without applying a voltage to the pixel after completion of writing, pixel electrodes provided to the pixels, respectively, and a common electrode provided commonly to the pixels, and scanning lines and signal lines for supplying a voltage to the pixel electrode. In addition, a drive circuit is connected to the common electrode, the scanning lines and the signal lines, and a control circuit provides a signal to the drive circuit. As claimed, the

control circuit selectively switches between a display drive mode in which the display panel displays an image through sequential scanning of the scanning lines and application of a variable voltage to pixels via the signal lines by the drive circuit and a rewriting drive mode in which selected pixels are rewritten into black or white through application of a voltage, which is higher than a range of the variable voltage, to the selected pixels on a scanning line selected by the drive circuit.

Claim 19 relates to an input apparatus that includes a display panel, pixel electrodes, scanning lines and signal lines, and a drive circuit as set forth in Claim 11. Additionally, a position detecting device detects a position designated by a positioning member and outputs information on the detected position, and a control circuit provides a signal to the drive circuit. When there is no output of the position detection device, the control circuit selects a display drive mode in which a gradation image is displayed on the display panel and the drive circuit applies a variable voltage to pixels through the scanning and data lines to display the gradation image on the display panel. When there is an output of the position detection device, the control circuit selects a rewriting drive mode in which selected pixels of the display panel are rewritten into black or white and the drive circuit scans a part of the scanning lines and applies a voltage, which is higher than a range of the variable voltage, to the selected pixels to rewrite the selected pixels corresponding to the position designated by the pointing member.

In accordance with Applicants' claimed invention, a high performance display apparatus can be provided.

As discussed in the previous Amendment of January 21, 2009, the patent to Ishii relates to a display device that includes a liquid crystal display panel, pixel electrodes, scanning

and signal lines, a display control unit 94 said to be a drive circuit, and a light pen 81 as an input device. The Office Action states that Ishii does not explicitly teach a control circuit, but asserts that use of a control circuit would have been known to exist. Further, the Office Action acknowledges that Ishii does not explicitly teach switching between a display mode and the rewriting mode, but asserts that it would have been obvious to switch between the two modes in order for the display device to function as intended.

Despite the assertions in the Office Action, it is respectfully submitted that Ishii does not adequately teach or suggest, among other features, a control circuit for selectively switching between the display drive mode and the rewriting drive mode in the manner set forth in Applicants' Claims 11 and 19. In this regard, it is respectfully submitted that Applicants' claimed invention is not merely performing a conventional rewriting drive mode and a display drive mode *per se*. In Applicants' claimed invention, in the rewriting drive mode selected pixels are rewritten through application of a voltage which is higher than a range of the variable voltage applied in the display drive mode. In this manner, rewriting an image on the display panel, where each of the pixels are capable of retaining a written display state without applying a voltage to the pixel after completion of writing, can be done efficiently. Ishii simply does not teach this. First, Ishii is not understood to teach or suggest a display device where the pixels are capable of maintaining a written display state without applying a voltage to the pixel after completion of the writing. Moreover, even if Ishii is considered to include a control circuit, it cannot be relied on for a teaching of providing a signal to the drive circuit to perform a rewriting drive mode in which pixels are rewritten through application of a voltage which is higher than a

range of the variable voltage applied in the display drive mode. Accordingly, reconsideration and withdrawal of the rejection of the claims under 35 U.S.C. §103 is respectfully requested.

Thus, it is submitted that Applicants' invention as set forth in independent Claims 11 and 19 is patentable over the cited art. In addition, dependent Claims 12-18 set forth additional features of Applicants' invention. For example, Claim 13 sets forth additional features of the rewriting drive mode that are also not taught or suggested by Ishii. Independent consideration of the dependent claims is respectfully requested.

In view of the foregoing, reconsideration and allowance of this application is deemed to be in order and such action is respectfully requested.

Applicants' undersigned attorney may be reached in our Washington, D.C. office by telephone at (202) 530-1010. All correspondence should continue to be directed to our below-listed address.

Respectfully submitted,

/Scott D. Malpede/

Scott D. Malpede
Attorney for Applicants
Registration No. 32,533

FITZPATRICK, CELLA, HARPER & SCINTO
30 Rockefeller Plaza
New York, New York 10112-3800
Facsimile: (212) 218-2200

SDM\vnm

FCHS_WS 3343637v1